

Press Release

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## Experience Danish Design at the Capital of Culture

**Experience a unique journey into Danish Design with the exhibition New Danish Modern in Aarhus, 12–21 October 2017. The exhibition describes Danish Design – from the classic furniture and lamps of the '50s to the designs of young, contemporary, talented designers. At the same time, the exhibition focuses on how design is part and parcel of the Danish identity.**

In addition to an exhibition featuring Danish furniture and product design, the week of the autumn mid-term break will feature a free lecture on design, creative processes and industrial design concepts, as well as workshops in design techniques. Activities will include building your own Verner Panton globe as well as an opportunity to work together with designers when their workshops move into the gallery 'O Space' on the Aarhus Waterfront.

*“Design is not only one of our strongest export products, it is part of the Danish DNA and a cornerstone of the Danish identity. With New Danish Modern, we are spotlighting design’s identity-shaping quality by presenting design as part of our common heritage,”* explains Henrik Sølje Weiglin, Managing Director of Design Denmark.

He is seconded by Juliana Engberg, Programme Director, European Capital of Culture Aarhus 2017, who says:

*“New Danish Modern is the Capital of Culture’s main showcase for Danish Design. Denmark is already known as a designer nation, so this event will celebrate our dynamic design heritage by showing where Danish Design is right now, and what is needed going forward to uphold, develop and grow Denmark’s position as a leading design nation.”*

### **Past, present and future**

New Danish Modern is divided into three main tracks: past, present and future. Classic design features designed products by world-renowned Danes such as Arne Jacobsen, Børge Mogensen, Finn Juhl and Hans J. Wegner and their successors, such as Kasper Salto, Nikolaj Steenfatt and Øivind Slaatto.

New Danish Modern can be experienced from 12–21 October at gallery 'O Space', Mindet 6, Aarhus C. Admission is free.

New Danish Modern is curated by Design Denmark, Business by Design, European Capital of Culture Aarhus 2017 and the Central Denmark Region.

For more information, please contact:

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<http://www.aarhus2017.dk/da/kalender/new-danish-modern/9697/>

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